

JOINT WORK SESSION  
CITY COUNCIL/FRISCO ECONOMIC DEVELOPMENT CORPORATION  
SUPERDROME  
9400 WADE BLVD.  
FRISCO, TEXAS 75035  
MONDAY, SEPTEMBER 11, 2000  
IMMEDIATELY FOLLOWING SPECIAL CALLED CITY COUNCIL MEETING

MINUTES

**1. Call to Order/Roll Call**

Mayor Seei called the meeting to order at 6:40 p.m. City Council members present: Mayor Seei, Tracie Reveal, Gary Downey, Mike Simpson, Michael Osuna and Steve Nichols. City Manager George Purefoy was also present.

FEDC Board members present: Jim Kildebeck, Ray Smith, Bob Allen and Jennifer Dominguez. Staff present: Jim Gandy, Bill Lacy and Sandie Chance.

**2. Discussion Items**

**A. Marketing plan of Economic Development Corporation**

Ray Smith stated the marketing plan is still being refined. The Board's primary focus to the staff has been to conduct face-to-face meetings with real estate brokers. Mr. Smith stated that brokers are often the first people to meet with companies discussing corporate relocations and/or expansions. Keeping Frisco's name in front of the brokers will help them remember Frisco when they are looking for sites/buildings for corporate clients.

A target brokers list and time line has been established for staff to meet and conduct appropriate follow-up. Staff has already conducted several meetings with brokers.

Mayor Seei mentioned that an approved Development Plan is part of the budget process and the Board needs to adopt a Plan and submit it to the City Council promptly.

Discussion followed regarding an update to the economic development strategic plan. The FEDC has contracted for this plan approximately every three years. The Perryman Group prepared the most recent report. Several members suggested the report needed to be more specific as to the current position of Frisco and what needs to be done to get us where we want to be in the future.

It was also suggested that an expanded community asset list be compiled to provide additional tools for the EDC to market the City. These might include a profile of existing

businesses and industries, an inventory of existing buildings, details of city infrastructure (especially fiber optics), and information on the Frisco employee base (including education levels and skills).

There was also discussion regarding detailed demographics for specific geographic rings around Frisco. Many companies are looking for site-specific data. It was mentioned that EDS might have this data and staff should inquire about its availability.

There was additional discussion concerning the type of businesses Frisco wants to attract. Many cities are focusing on niche industries. Biotech and medical related companies were mentioned as a possible business development niche for Frisco.

Staff was directed to finalize the Development Plan for consideration and action on the September 20 FEDC Board agenda.

### **B. Status of Website Request for Proposal**

A Request for Proposals has been prepared and sent to several vendors. Responses are due by September 22. After the proposals have been evaluated a short list will be established and meetings will be set up with selected vendors to discuss their proposal. A recommendation will be forwarded to the FEDC Board for consideration and action at the October Board meeting.

Discussion continued concerning the FEDC staff working with City staff and using a single vendor to create both City and FEDC websites. The City is currently reviewing vendors. Staff was directed to forward a copy of the FEDC Request for Proposals to the City Manager and evaluate opportunities to utilize the same website vendor.

Bob Allen stated that he expected the new FEDC website to be up by the end of the year.

### **C. Any additional staff positions required**

Discussion concerning the responsibilities of each position. It was agreed that the FEDC should continue to be more proactive in attracting new businesses to Frisco. It was suggested the FEDC staff prioritize business inquiries, which would allow more time to be directed toward targeted prospects.

It was suggested a standard response be developed for all inquiries. Additional research and information may be provided to prospects that meet the development goals.

It was mentioned the FEDC has discussed establishing a regular networking meeting consisting of two representatives of the City, school district, college, Chamber and FEDC. This meeting would provide an informal venue for the entities to exchange

community information and ideas of mutual interest. The suggestion received favorable support.

#### **D. Economic Development Corporation's Board and Staff expectation of the City Council**

Board members requested the City Council outline the parameters for various incentives. Some of the FEDC prospects are on a very short time line and the Board and staff need to be able to prepare an incentive offer quickly. Mayor Seei stated that City Manager George Purefoy is the Council's point person and understands the Council's wishes with regard to incentives. Mr. Purefoy should be contacted and included on incentive issues.

It was suggested that all Council members be utilized as needed in the negotiation process. Council members with skills or knowledge pertinent to an individual deal can be called upon on an as needed basis.

Board members expressed a desire to coordinate information better with the City. It was agreed that a core message and a communication plan should be developed that facilitates accumulation and distribution of community information to appropriate parties.

Bob Allen asked how the Council would measure the success of the FEDC in implementing the Development Plan. Discussion followed on various criteria that could be measured. These included the creation of new jobs as well as the development of commercial, industrial and office square footage. It was agreed that the Development Plan should include specific steps to reach the goal of attracting new corporate citizens within the target industries. Success would be measured on how many of the steps were followed and how close the FEDC has come to the goal. Not reaching the goal does not mean the FEDC was unsuccessful.

Jim Gandy proposed the creation of a Comprehensive Development Plan for the Platinum Business Park. This area includes approximately 2,000 acres bounded by Main Street (FM720) on the north, Teel Road on the west, Stewart Creek on the south, and Dallas Parkway on the east.

A Comprehensive Development Plan would involve the landowners surrounding the Platinum Business Park and establish development requirements for the entire area. The City could designate the area an Enterprise Zone and establish special incentives for the zone to attract developers and businesses to the area. Without a plan in place, we may lose the best opportunity to establish a large quality business park in Frisco.

#### **E. Business Retention and Expansion Program monitoring process for baseline, results, etc.**

Betty Mahan attended the meeting to answer questions on behalf of the Frisco Chamber of Commerce. She stated there are specific timelines for the Chamber to accomplish each of the tasks outlined in the BREP.

The Chamber recently mailed a business survey to Frisco's twenty largest employers. Six responses have been received and one personal interview has been held. Tracie Reveal asked about companies that have not responded. Ms Mahan stated that if a company does not respond within a specific time a Chamber representative will contact the businesses to solicit a survey response.

Ms Mahan also stated that relevant information received from the surveys would be summarized and forwarded to the FEDC as well as regular quarterly progress reports.

#### **F. Economic Development Corporation's goals and priorities, short term and long term**

After a brief discussion, it was determined that the FEDC Board will work with staff to establish a list at the next FEDC Board meeting.

#### **G. Ways the City Council can support the Economic Development Corporation's goals**

After the FEDC goals and priorities have been established the Council will review ways in which they can support the FEDC.

#### **H. Alignment of the Frisco Economic Development Corporation's Bylaws with the Articles of Incorporation**

Mayor Seei asked that the FEDC submit a request to the City Council to amend the Bylaws and Articles of Incorporation to delete the suggestion that members should hold certain positions to be eligible for the FEDC Board of Directors. This would include the City Council, school district and Chamber of Commerce. Mayor Seei stated that the City Attorney had researched this issue and was familiar with potential language changes.

#### **I. Term limits of the members of the Board of Economic Development Corporation**

Mayor Seei stated the FEDC Board is the only City appointed Board that does not have term limits. She also stated that it takes time to develop key relationships that can benefit the FEDC and the City and often term limits can remove a person when they are becoming most effective.

After further discussion it was suggested that term limits be set with an override provision by a City Council super majority vote. It was agreed the FEDC Board would

discuss this further at the September board meeting and submit a recommendation to the Council.

### **3. Adjourn**

Council member Maher Maso made a motion for the City Council to **adjourn**. The motion was seconded by Council member Mike Simpson and approved by unanimous vote.

Jim Kildebeck made a motion to **adjourn** the meeting. The motion was seconded by Bob Allen and approved by unanimous vote. With no further business to address, Mr. Smith adjourned the meeting at 9:10 p.m.

ATTEST:

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Kathleen A. Seei, Mayor

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Nan Parker, City Secretary

**Frisco Economic Development Corporation**  
**City Council Report**  
**February 6, 2001**

The FEDC FY 01 Development Plan and Budget, adopted by the City Council on September 19, 2000, established the FEDC's Development Initiatives and Programs for FY 2001. The Development Plan serves as a guide to capitalize on Frisco's competitive advantages and enhancement opportunities. The plan focuses on initiatives and programs to further the FEDC in accomplishing its mission, which is: "To improve economic opportunities and the quality-of-life for all citizens of Frisco".

The FEDC has and continues to aggressively work to promote and facilitate the economic development of Frisco. The FEDC Board and Staff are committed to providing superior quality assistance and services to existing and prospective businesses. Since its establishment in 1991, the FEDC has facilitated in excess of fifty economic development projects. As the years have gone by the projects have become bigger and better.

The Development Plan focuses on eight Development Initiatives designed to further the continued growth and expansion of Frisco in a manner consistent with local needs and objectives. The Development Initiatives are divided into three program areas:

1. Business Attraction: Attracting new corporations.
2. Business Retention and Expansion: Retaining & expanding existing businesses.
3. Marketing: Greater contact & awareness of Frisco's business advantages.

Below is a summary of recent FEDC Activities and Accomplishments by program area:

**I. Business Attraction Projects Completed or in Progress:**

1. Northstar Business Park: FEDC facilitated Phase I infrastructure construction with a \$600,000 loan. Connell will break ground ASAP on a spec 60,000 SF office-flex building. The FEDC has negotiated an economic assistance proposal to attract the Park's first corporate tenant, a pharmaceutical company that will occupy 30,000 SF in September and create 110 new jobs. Discussions are underway regarding a second office-flex building of 75,000 SF.
2. Cobb Business Park: The FEDC facilitated Phase I infrastructure construction with a \$400,000 loan. Construction is almost complete; Diversified Construction Company has started construction on a 10,000 SF office building, which they will occupy upon completion.
3. Careington International Corporate Headquarters: The FEDC facilitated the relocation of Careington International's corporate headquarters with a \$225,000 economic assistance package. Careington's 75,000 SF office building is under construction in the Lakeside at Frisco Bridges on Gaylord Parkway.

4. Embassy Suites Hotel: The FEDC has facilitated the attraction of a 12 story, 300 room; full service hotel that will break ground this fall. John Q. Hammons has purchased 12 acres on Parkwood Drive and plans to open the hotel in the spring of 2003.
5. Parkwood @ Frisco Bridges: The FEDC has facilitated plans for Sealy Company to build five, one story, 50,000 SF office-tech buildings on Parkwood Drive north of Warren Parkway.
6. Royal Door Company and BMC Mill Work: The FEDC has facilitated the location of Royal Door Company and the establishment of a new company, BMC Mill Work, with a \$26,000 economic assistance package. Both firms are in the process of locating in a vacant 86,000 SF office/warehouse on Home Road. Combined the firms will create 110 new jobs.
7. Eldorado Business Park: The FEDC, in partnership with the City of Frisco, has facilitated the location of Mario Sinacola and Sons Excavation with a \$500,000 economic assistance package for infrastructure construction. The project will develop an approximate 180-acre business park and Sinacola's corporate office will be the first tenant in the Park, which will create about 400 new jobs in Frisco.
8. Lowe's Home Improvement Center: The FEDC, in conjunction with the City of Frisco, has facilitated the location of the new Lowe's Store on Preston Road, with a \$1M economic assistance package for constructing certain utilities and portions of Gaylord Parkway and Ohio Drive.
9. Hutson Industries Expansion: The FEDC is working to facilitate the expansion of Huston Industries with an economic assistance of \$300,000 for constructing Spur 33 east of Preston Road.
10. Wade Boulevard Extension: The FEDC has agreed to provide economic assistance of \$300,000 to facilitate the construction of Wade Boulevard west of Preston Road.
11. Legacy Drive: The FEDC, in partnership with the City of Frisco, has verbally agreed to fund a portion of constructing an extension of Legacy Drive north of Stewart Creek to an existing section of Legacy Drive south of Main Street.
12. Fire Station Site on Legacy Drive: The FEDC has agreed to sell an approximate 3.01-acre site on the southwest corner of Legacy Drive and Jetport Parkway to the City of Frisco for the location of Fire Station No. 4.
13. Business Accelerator: The FEDC is working with the Collin County Community College, Small Business Development Center and Hall Financial Group regarding the establishment of a business accelerator. This project is currently under review and consideration. Another planning meeting was held of February 14, 2001.

14. Platinum Business Park Planning Project: The FEDC is in the process of interviewing planning consultants for professional services to create a development plan for approximately 1,500 acres of land near and adjacent to the former Frisco airport (now owned by the FEDC) in concert with the City's Millennium Plan for Information and Technology Zoning. Lockwood-Green Consulting will make a presentation to the FEDC Board on March 7, 2001

**II. Business Retention and Expansion:** The FEDC, in partnership with the Frisco Chamber of Commerce has established a Business Retention and Expansion Plan (BREP). The program, through a Contract for Services, requires the Chamber to provide resources to accomplish nine activities designed to support and assist the retention and expansion of existing businesses in Frisco. In addition to quarterly reports from the Chamber, FEDC staff monitors the activities of the Business Retention and Expansion Plan.

BREP's activities include:

1. Receiving and responding to request from existing and new businesses.
2. Conduct annual survey of major employers to identify needs/opportunities.
3. Establish Industrial Relations Council to facilitate existing business networking.
4. Establish Business Visitation Committee to visit major employers.
5. Conduct a minimum of three business educational seminars per year.
6. Produce collateral materials to promote and retain existing businesses.
7. Conduct activities to promote workforce recruitment to fill jobs.
8. Conduct activities to promote workforce development and training.
9. Recognize outstanding Businesses and Businessperson(s).

**III. Marketing Initiatives Completed or in Progress:**

1. Web Site: The FEDC has contracted with eLevel Corporation to build a new FEDC web site. Construction is under way and a new FEDC web site is anticipated to be on line in March.
2. Collateral Materials: Work is in progress to obtain a new color aerial map of Frisco. Also, a new four-color brochure promoting "Live, Work, Play and Grow" will soon be sent to the printer. A color copier has been installed at the FEDC office to upgrade copies to four-color quality.
3. Brokerage Contacts: FEDC staff has met face-to-face with over 100 commercial real estate brokers in the Dallas market during the past six months to present information about the advantages and opportunities in Frisco. Follow-up contact by staff is done on a continuous basis by phone, fax, e-mail and mail. Plans are in the works for hosting our Annual Realtor/Developer Day in May and Allies Day in October.



4. Industry Trade Shows: FEDC staff will be attending the National Association of Manufactures Trade Show in March in Chicago in conjunction with the Texas Department of Economic Development. FEDC staff will also be attending the International Development Real Estate Council meeting in Seattle. Over 2,000 corporate real estate executives and site selection consultants attend this semi-annual meeting. The Marketing Director is attempting to set up private meetings with some of these individuals during his visit to those cities.
5. Dallas Business Journal "Best Real Estate Deals": The Dallas Academy awards of the Real Estate Industry will be presented on February 22. The FEDC submitted four nominations and all four were selected as finalist. The nominees (in different categories) are: Stonebriar Centr , Hall Office Park, The Centr  at Preston Ridge and the FEDC purchase and closure of the former Frisco Airport.
6. Advertising: The FEDC participates in promoting Frisco as a desirable business location in the following regional and national publications: Dallas Office Guide; Dallas Industrial Guide; Dallas Business Journal; Outlook Texas magazine; Office and Industrial Parks; and Plant, Sites and Parks.

### **III. New Product Development:**

While we have enjoyed a retail development BOOM in Frisco, we are in need of new commercial facilities. In March Hall Financial Group will complete a two story, 120,000 SF office-tech building, which will be a welcomed addition to existing available lease space in Frisco.

Additional construction in Northstar Business Park and the Frisco Bridges will bring about needed office-tech and office-flex space. These new commercial facilities will certainly enhance Frisco's ability to meet the needs of many firms looking for room to grow in very short period of time.

The majority of our business clients are secured through Metroplex commercial real estate brokers, who represent clients looking for larger space to lease or a site to build.

The completion of a SH 121 interchange, including the extension of the Dallas North Tollway main lanes from Legacy Drive north to Gaylord Parkway will eliminate most of the access and transportation issues often expressed by business clients. In some cases, SH 121 is the northern boundary of a businesses site and/or building search.

Upon the construction of a SH 121 overpass and DNT main lanes to Gaylord Parkway, the DNT will open the corporate gates of Frisco. At this time it appears no other project could be more important or do more to enhance the corporate development of Frisco.

Thank you very much for the opportunity to provide you with this FEDC Report.

**Frisco EDC and City Council**  
**Joint Work Session Report**  
February 15, 2001

Below is a report on the activities and projects discussed at a Joint Work Session of the City Council and FEDC Board of Directors held at the Superdome on September 11, 2000 at 6:30 PM.

1. Development Plan and Budget:

The FEDC Board of Directors and City Council adopted the FEDC FY01 Development Plan and Budget in September 2000. The Plan serves as a guide for the development and implementation of programs and activities designed to promote and enhance economic development in Frisco.

Commercial Real Estate Brokers remain the number one source for business prospects looking to expand or relocate. The FEDC Board has directed staff to focus on meetings with Brokers to enhance our relationship and update Brokers on the growth and development opportunities in Frisco. Staff continues to schedule meetings with Brokers and conduct follow-up contact by phone, e-mail and in person. Since October 1, 2000, staff has presented Frisco to approximately 460 commercial real estate brokers.

2. Economic Development Strategic Plan Update:

Staff developed and presented an RFP for consultant services to the FEDC Board on December 2000. The Board tabled this project for six months. The Board indicated a preference to utilize FEDC funds for other projects.

3. Frisco Workforce Demographic Information:

Staff has continued to seek sources for current workforce demographic information on Frisco and specific geographic rings from Frisco. To date staff has been unable to source current and accurate workforce demographic information on the Frisco area. Staff has contacted Dr. Pat Guseman, President of Population and Survey Analysts, and requested a proposal regarding a survey of households. Staff has also attended a 2000 Census Information workshop regarding the availability of Census information.

4. Development Plan 200:

Staff finalized the Development Plan 2001, which was approved by the FEDC Board of Directors and City Council in September 2000.

5. Development of new FEDC Website:

The FEDC Board approved a contract with eLevel Corporation to develop a new FEDC website. The website is under construction and is expected to be posted in February. In addition to a complete new look and more information, staff has coordinated with City staff to focus on a common theme. Live, Work, Play and Grow in Frisco.

6. Leadership Meeting:  
A coordination and communication meeting consisting of two representatives from the City, FISC, College, Chamber and FEDC will be held in March.
7. Communications Committee:  
A Communications Committee has been established consisting of representatives from the City, FISC, Chamber and FEDC. This committee meets monthly to coordinate information and discuss communication issues, projects and opportunities to send out a unified core message.
8. Platinum Business Park Master Plan:  
The FEDC received five planning proposals, which were review by FEDC staff and the City Director of Planning. Lockwood Green Consulting has been selected to make a presentation to the FEDC Board on March 7, 2001.
9. Business Retention and Expansion Program:  
The Business Retention and Expansion program partnership between the FEDC and Frisco Chamber of Commerce is well underway. The Chamber has begun implementing nine activities in accordance with the FEDC Contract of Services. The Chamber presented a quarterly update to the FEDC Board in January.
10. List of FEDC Priorities:  
The January 2001 List of Priorities (not listed in order of importance)
  - a. Utilize all resources to attract a high profile corporation.
  - b. Engage consultant to develop a master plan for Platinum Business Park, approximately 1,500 acres near and adjacent to the FEDC property.
  - c. Continue to meet with and correspond with real estate brokers.
  - d. Develop and post new FEDC website in February 2000.
  - e. Execute contract to sell FEDC property of approximately 202 acres.
  - f. Work with City on identifying site for Fire Station No. 4.
  - g. Make go, no go decision on establishing Frisco Technology Center.
  - h. Complete infrastructure construction in Northstar Business Park, Cobb Business Park and Eldorado Business Park.
  - i. Follow-up on Hammons Hotel and development of adjacent projects.
11. FEDC Articles of Incorporation and Bylaws:  
Staff has drafted proposed amendments to the FEDC Articles of Incorporation and Bylaws. The FEDC Board will consider approval of recommended amendments at the February Board meeting, which will then be forwarded to City Council for consideration.
12. Project Report for City Council February 6, 2001:  
Attached is a copy of the FEDC Project Report distributed to the City Council February 6, 2001.